

# Florist's Price List

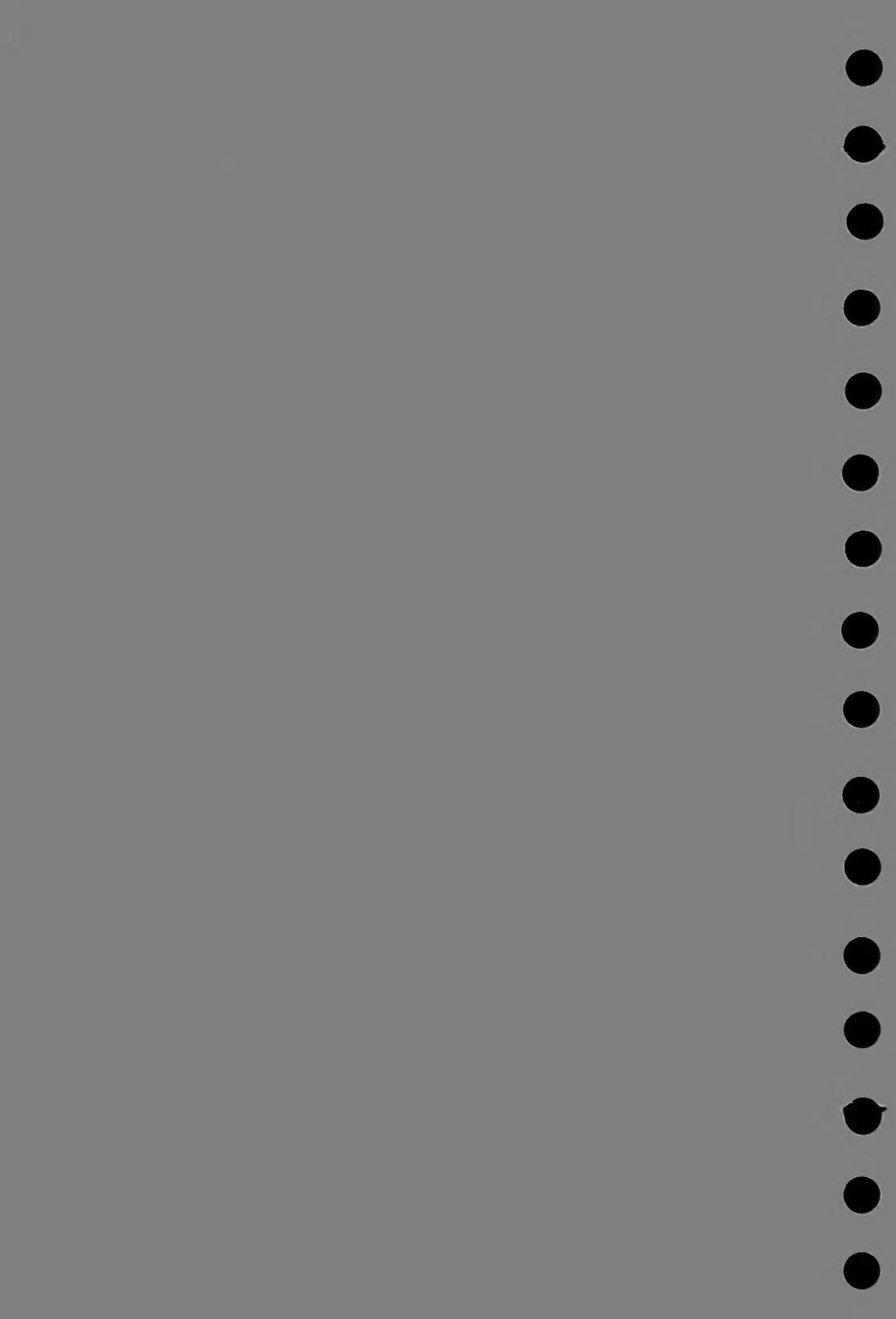


*Double Petunias*

*Hybrid Single Petunias*

*Florist's Snapdragons*





# *We Hope You Will Like Our New Permanent Price List*



We believe that this loose leaf price list is the best and most practical method of presenting our varieties to you.

You will note that we have revised our variety descriptions. Our feeling is that it is no longer necessary to give a full description of each variety nor to use glowing adjectives. We offer instead the statistics of the variety. This is the information you want and need.



## *Please Bear In Mind:*

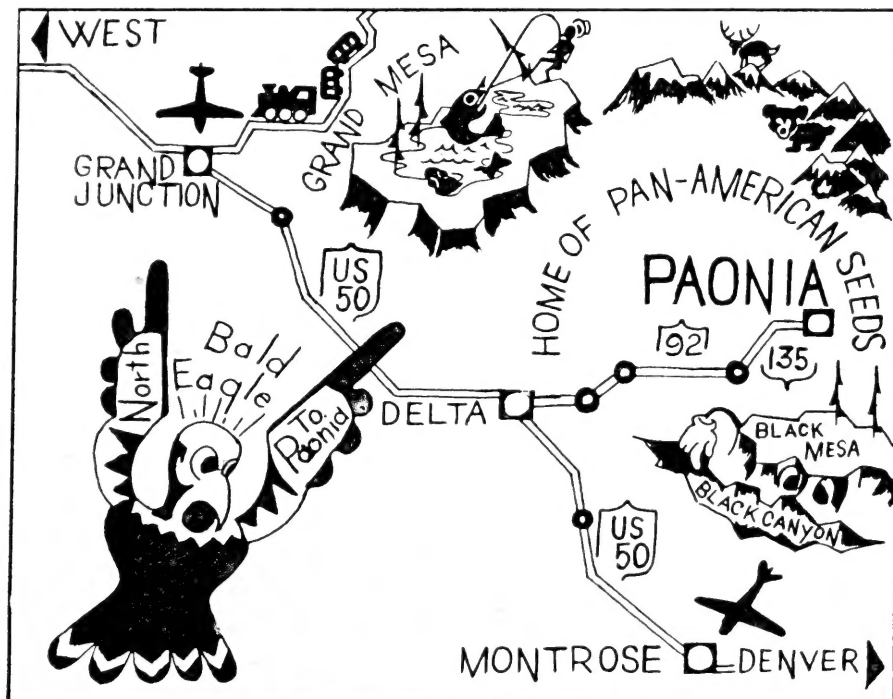


1. These pages are effective until replaced.
2. Prices are listed in the back and are subject to change without notice.
3. New introductions or improved varieties will be added from time to time and additional or replacement pages sent you.
4. Color electros are available for each of the varieties listed with a color illustration.



# When You Visit Us . . .

Paonia is a very small town and we blame no one for being puzzled as to our location. We are on the Western Slope of the Colorado Rockies in the beautiful valley of the North Fork of the Gunnison River. Paonia is 350 miles from Denver, 70 miles from Grand Junction, 52 miles from Montrose and 30 miles from Delta. If you are driving, the map below will help.



If you are traveling by plane, or train, we will be glad to meet you at Grand Junction or Montrose. Frontier Air Lines has flights from Denver and Salt Lake City to Grand Junction and Montrose. United Airlines has flights into Grand Junction. Rail connection is to Grand Junction via D. & R. G. W. from Denver or Salt Lake City.

When you visit us be sure to bring your camera, and fishing or hunting equipment. If you can't bring your equipment we can supply what you will need. Just plan to stay a while!



# *Prices and Policies*



Prices are listed in the back of the price list and are effective until another list is furnished.

Our terms are 1% ten days, net thirty. All shipments are prepaid except on color electros.

Orders received via air mail are shipped air mail unless otherwise specified. In every instance, where possible, orders are shipped the same day they are received. Every order is triple checked for accuracy and is packed carefully.

**Seeds are available in quantities as listed**



Our aim is to provide all the seeds you require and to have a nominal reserve to take care of unexpected demands. We can accomplish this aim only with your cooperation. Production schedules for Costa Rica must be made up by November 15th in order to take advantage of the best season. Paonia production can be altered as late as May 1. The bulk of our petunia seed is produced in Costa Rica.

Your early consideration of total petunia seed requirements is of great importance. Help us to help you.







Electro No. 1

**ALLEGRO**  
**GRANDIFLORA DOUBLE**

**COLOR:** Bright deep salmon. Scarlet salmon in bud.

**FLOWERING CHARACTERISTICS:** 100 % Grandiflora —  
3½ to 4 inches. Fully fringed. Full double.

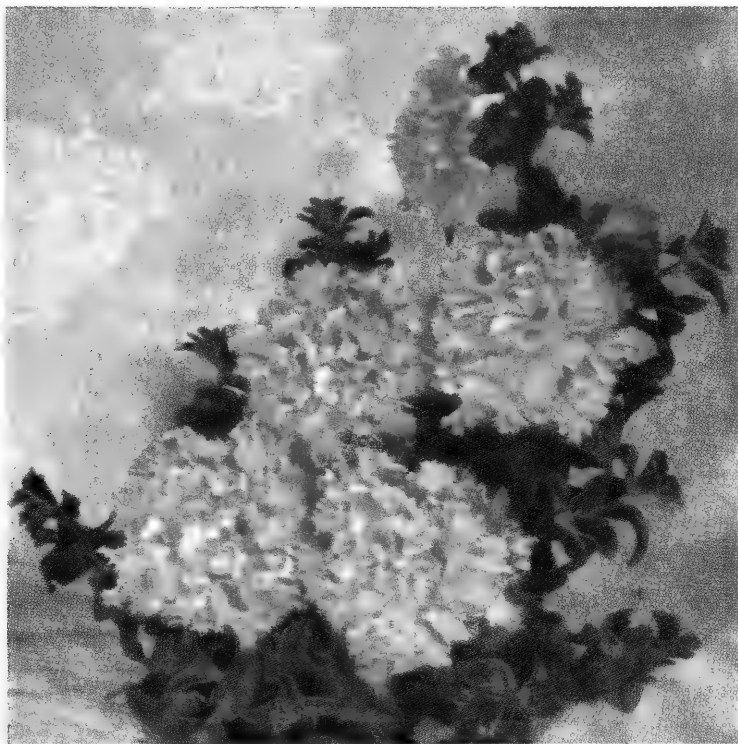
**GROWING HABIT:** Uniformly dwarf, strong and vigorous.  
Free base branching.

**AVERAGE HEIGHT:** Twelve inches. **SPREAD:** Twenty-four inches.

**USES:** Garden, bedding, pots, box, borders, cut flowers.

Rated as the **TOP ANNUAL** of 1950 by  
The Men's Garden Clubs of America.





Electro No. 2

**CAPRICE**  
**GRANDIFLORA DOUBLE**

**COLOR:** Bright rose.

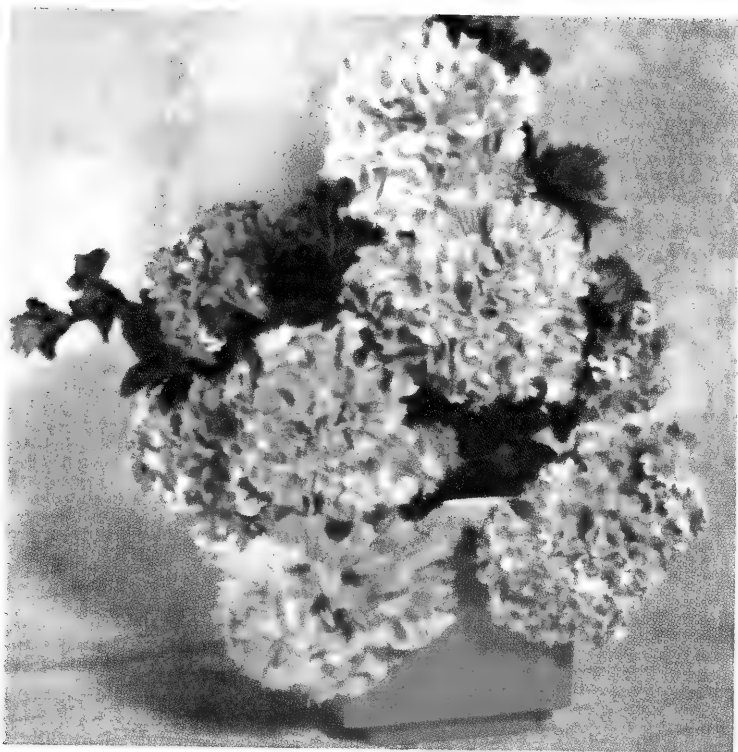
**FLOWERING CHARACTERISTICS:** 100% Grandiflora, 3½  
to 4 inches. Fully fringed and full double.

**GROWING HABIT:** Uniformly dwarf. Strong and vigorous.  
Base branching.

**AVERAGE HEIGHT:** Twelve inches. **SPREAD:** Twenty-  
four inches.

**USES:** Garden, bedding, pots, box, border, cut flowers.





Electro No. 3

**MINUET**  
**GRANDIFLORA DOUBLE**

**COLOR:** Orchid-lavender, some variegated.

**FLOWERING CHARACTERISTICS:** Near 100 % Grandiflora.  $3\frac{1}{2}$  to 4 inches, well fringed.

**HEIGHT:** Eighteen inches. **SPREAD:** Twenty-four inches.

**GROWING HABIT:** Semi-tall. Base branching.

**USES:** Pots, boxes, borders, garden, bedding, cut flowers.

**CULTURAL SUGGESTIONS:** Pinch for more dwarfness and better branching.





Electro No. 4

**NOCTURNE**  
**GRANDIFLORA DOUBLE**

**COLOR:** Midnight violet-purple.

**FLOWERING CHARACTERISTICS:** Medium to large, 3 to 3½ inches. Fringed and fully double. Not 100 % grandiflora.

**GROWING HABIT:** Medium dwarf.

**AVERAGE HEIGHT:** Fifteen inches. **SPREAD:** Twenty-four inches.

**USES:** Garden bedding, pots.







Electro No. 5

**RHAPSODY**  
**GRANDIFLORA DOUBLE**

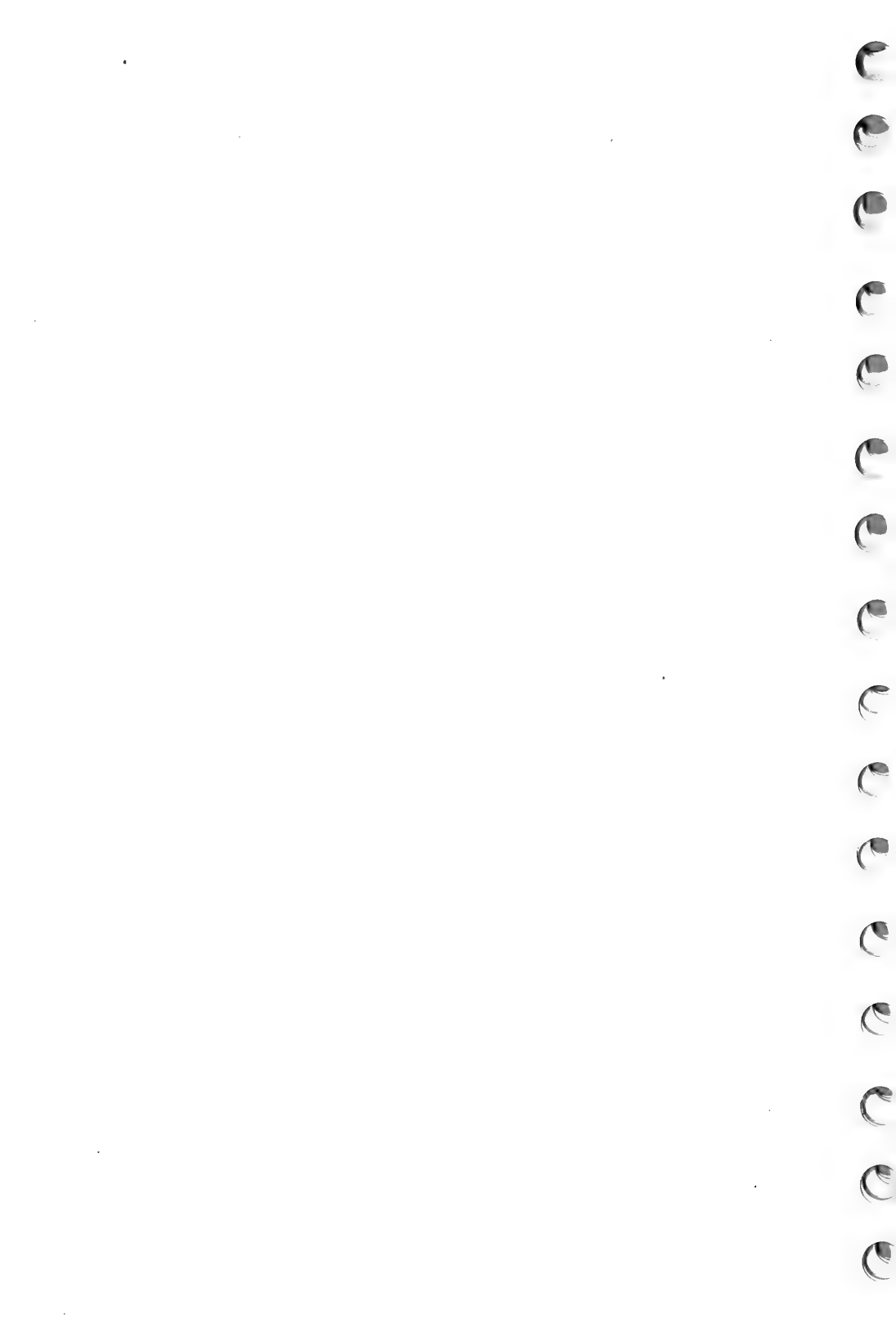
**COLOR:** Burgundy wine-purple.

**FLOWERING CHARACTERISTICS:** 100 % grandiflora —  
3½ to 4 inches. Fully fringed, full double.

**GROWING HABIT:** Uniformly dwarf, strong and vigorous.  
Free base branching.

**AVERAGE HEIGHT:** Twelve inches. **SPREAD:** Twenty-four  
inches.

**USES:** Garden, bedding, pots, boxes, borders, cut flowers.





Electro No. 6

## SONATA GRANDIFLORA DOUBLE

**COLOR:** Pure white.

**FLOWERING CHARACTERISTICS:** 100 % Grandiflora.  $3\frac{1}{2}$  to 4 inches. Deeply fringed and full double.

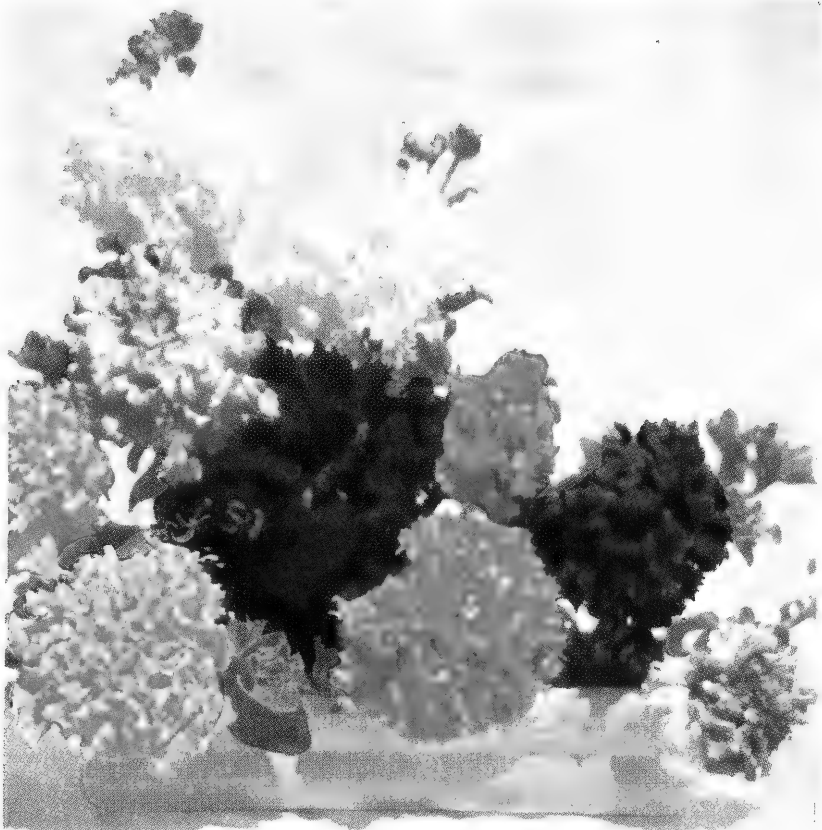
**GROWING HABIT:** Medium dwarf. Base branching.

**AVERAGE HEIGHT:** Eighteen inches. **SPREAD:** Twenty-four inches.

**USES:** Border, boxes, pots, garden, bedding, cut flowers.

**CULTURAL SUGGESTIONS:** Sow March 1 on vermiculite for May 1 setting. Pinch for more dwarfness and better branching.





Electro No. 10

## GLORIOUS MIXTURE

**COLORS:** Formula mixture of the straight colors. Allegro 25%, Caprice 35%, Minuet 5%, Nocturne 5%, Rhapsody 10%, and Sonata 20%.

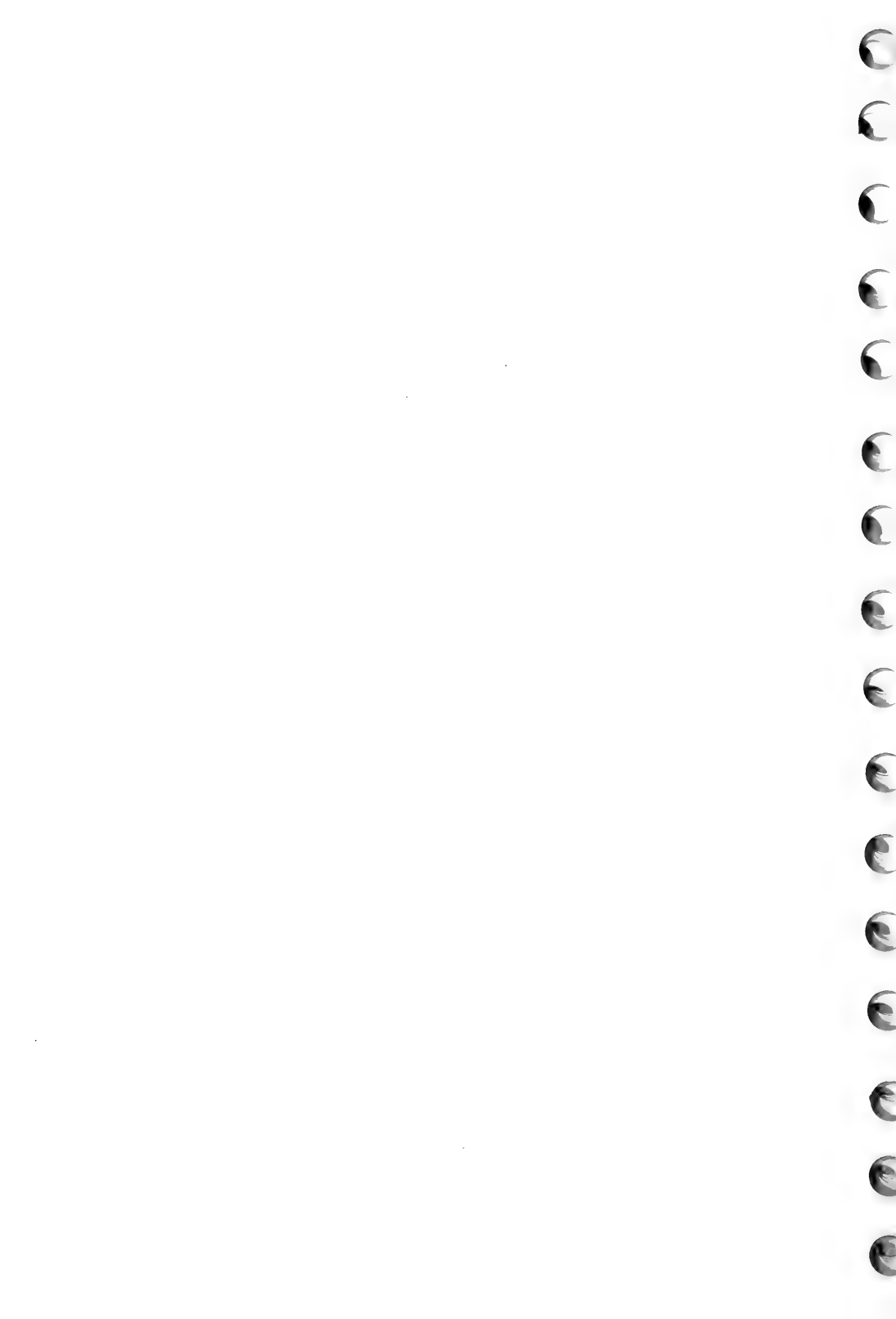
**FLOWERING CHARACTERISTICS:** Over 98% grandiflora.

**GROWING HABIT:** Dwarf to medium dwarf.

**AVERAGE HEIGHT:** 15 inches. **SPREAD:** 24 inches.

**USES:** Pots, boxes, borders, garden, bedding, cut flowers.

**CULTURAL SUGGESTIONS:** Pinch taller plants for uniform height. Transplant all not just the stronger plants.





## AMERICA IMPROVED

### SMALL FLOWERED DOUBLE PETUNIA

**COLOR:** Bright rose.

**FLOWERING CHARACTERISTICS:** Full double—2½ inches across. Plain edge.

**GROWING HABIT:** Vigorous, dwarf and compact.

**AVERAGE HEIGHT:** 16 inches. **SPREAD:** 20 inches.

**USES:** Bedding, pots, borders.







Electro No. 21

## *Ballerina*

*All-America Winner*

1952



*See following page for description*





Electro No. 21-A

## BALLERINA

A. A. S. — 1952

F, HYBRID GRANDIFLORA

**COLOR:** Soft glowing salmon.

**FLOWERING CHARACTERISTICS:** 100 % Grandiflora.  $3\frac{1}{2}$  to 4 inches. Fringed. Extremely free flowering.

**GROWING HABIT:** Very uniform. Dwarf, compact spreading. Base branching.

**AVERAGE HEIGHT:** 12 inches. **SPREAD:** 2 to 3 feet.

**USES:** Borders, bedding, pots, boxes.

**CULTURAL SUGGESTIONS:** Space at least 20 inches apart.





Electro No. 22

**BOLERO**  
**F<sub>1</sub> HYBRID GRANDIFLORA**

**COLOR:** Bright rose-pink.

**FLOWERING CHARACTERISTICS:** Giant—3½ to 4 inches.  
Ruffled and slightly fringed. Free flowering.

**GROWING HABIT:** Vigorous. Uniformly dwarf, compact.  
Base branching.

**AVERAGE HEIGHT:** 15 inches.

**SPREAD:** 20 to 24 inches.

**USES:** Pot, garden, border, bedding.





Electro No. 23

LA PALOMA  
F<sub>1</sub> HYBRID GRANDIFLORA

**COLOR:** Pure white—yellow throat.

**FLOWERING CHARACTERISTICS:** 100% Grandiflora—  
3½ to 4 inches. Well fringed. Extremely free  
flowering.

**GROWING HABIT:** Very uniform. Vigorous. Semi-dwarf  
spreading.

**HEIGHT:** 15 to 18 inches.

**SPREAD:** 20 to 24 inches.

**USES:** Pot, bedding, boxes, borders.

**CULTURAL SUGGESTIONS:** Especially good as Easter pot  
plant—Sow Dec. 1.







Electro No. 24

## TANGO

F<sub>1</sub> HYBRID GRANDIFLORA

**COLOR:** Bright, deep scarlet-salmon.

**FLOWERING CHARACTERISTICS:** 100 % Grandiflora. 3½ to 4 inches. Deeply fringed. Free flowering.

**GROWING HABIT:** Uniformly dwarf. Base branching.

**HEIGHT:** 12 to 15 inches.

**SPREAD:** 20 to 24 inches.

**USES:** Pot, bedding, boxes, borders.





## PRIMA DONNA

AAS 1955

F<sub>1</sub> HYBRID GRANDIFLORA

**COLOR:** Bright rose pink.

**FLOWERING CHARACTERISTICS:** Giant—3½ to 4 inches.  
Fringed. Free flowering.

**GROWING HABIT:** Vigorous. Uniformly dwarf, compact  
spreading. Base branching.

**HEIGHT:** 12 to 15 inches.

**SPREAD:** 20 to 24 inches.

**USES:** Pot, garden, border, bedding.

**REMARKS:** Same growing and flowering habit as Ballerina.





Electro No 35

## COMANCHE

A. S. S.—1953

F<sub>1</sub> HYBRID MULTIFLORA

**COLOR:** Scarlet red—the deepest red petunia.

**FLOWERING CHARACTERISTICS:** Very free blooming.  
Flowers  $2\frac{1}{2}$  to  $2\frac{3}{4}$  inches.

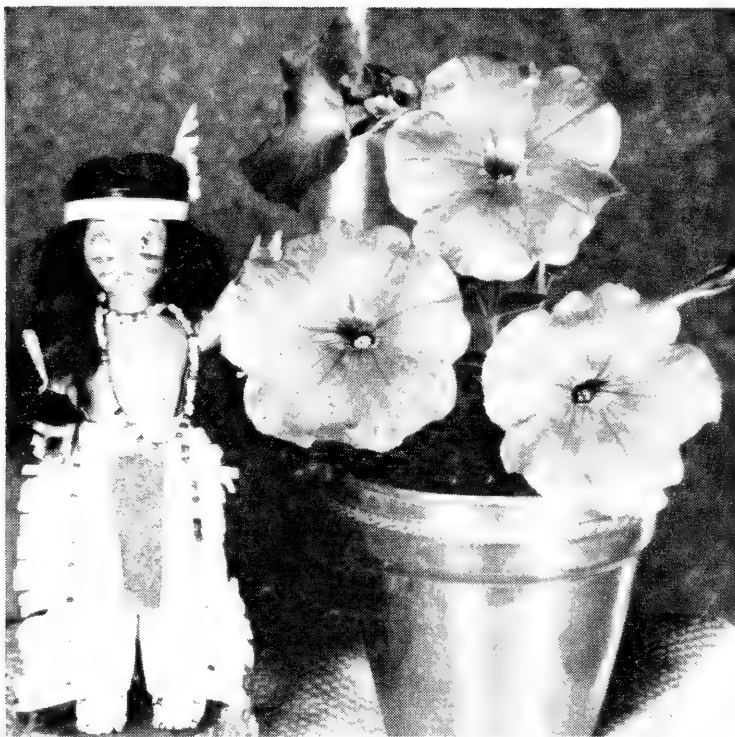
**GROWING HABIT:** Base branching. Semi-compact.

**AVERAGE HEIGHT:** 15 inches.

**SPREAD:** 18 inches.

**USES:** Bedding, pots, boxes.





## THE "REDSKIN" PETUNIAS

### F<sub>1</sub> HYBRID MULTIFLORAS

These new small flowered varieties were developed as companions to *Petunia Comanche*. All have the same general habit, vigor and flowering characteristics as our first "Red-skin," *Comanche*. They differ only in color.

APACHE—Bright rose red.

MOHAWK—Bright rose pink.

SIOUX—Medium tone salmon.

PALEFACE—Pure white.







Electro No. 34

## LINDA

F<sub>1</sub> HYBRID MULTIFLORA

**COLOR:** Clear, light salmon-pink.

**FLOWERING CHARACTERISTICS:** 2 $\frac{3}{4}$  to 3 inches. Extremely free flowering.

**GROWING HABIT:** Compact. Very vigorous.

**HEIGHT:** 15 to 18 inches.

**SPREAD:** 24 to 30 inches.

**USES:** Bedding, pots.





## CARMENCITA

LINE BRED — DWARF ERFURT TYPE

**COLOR:** Deep scarlet salmon—a little lighter than Tango.

**FLOWERING CHARACTERISTICS:** Fringed. About 80 % grandiflora.

**GROWING HABIT:** Uniformly dwarf. Compact.

**HEIGHT:** 10 to 12 inches.

**SPREAD:** 12 to 15 inches.

**USES:** Pots, boxes, borders. Restricted well branched growth makes for perfect pot plant.





Electro No. 1-S

MOUNTAIN  
PINK

INDIAN  
SUMMER

SUNGLOW

GOLD  
MINE

RED  
WING

## FLORISTS' HYBRID SNAPDRAGONS

This is a field in which we have already been able to perform considerable service not only in breeding and growing our own varieties, but also by growing seed for other breeders. Hybrid Snapdragon seed is definitely less scarce because of our entry into this field. Competition in the breeding of hybrid snaps is keen, for there are many good breeders in the field. Nevertheless our varieties are definitely making a place for themselves. Check with the growers who have tried them.

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# FLORISTS' HYBRID SNAPDRAGONS

## MOUNTAIN PINK

Clear medium pink color identical to that of Chevoit Maid and Christmas Cheer. Early, only slightly later than Christmas Cheer. Very vigorous clean grower with long, strong stems and large spikes. Outstanding for stem growth and strength. Florets large and well spaced on the excellent spike. The first strong growing hybrid in the medium pink class and one of the finest in any color. Has been tested by experts in all sections of the country with excellent results.

## GOLD MINE

Deep golden yellow, slightly fringed. Early with exceptionally strong fine stems and spikes with perfect placement of large florets. This has been judged an outstanding hybrid snapdragon by all who have seen it, including foremost snapdragon growers. Some say that it is the best yellow on the market. Certainly there are few if any better in any color. Adapted for any section or any type of growing conditions. Early enough to be in bloom for Christmas if sown in July, yet strong enough for late Spring and summer cloth house cut flower production.

## INDIAN SUMMER

Medium bright Afterglow bronze—just a little lighter than Lady Dorothy. Early, yet strong and vigorous with strong stems and spikes with medium sized florets. The first good hybrid in this color class.

## SUN GLOW

Light yellowish bronze—a new and lovely color in hybrid snapdragons. Early, strong grower. Very vigorous and an excellent producer with long, strong stems and spikes. SUNGLOW is proving to be extremely popular.

## RED WING

Deep velvety red, not the sickening wine red common to so many red varieties. Has enough yellow in it to brighten the color. Early. Spikes and stems excellent for a red snap. Frankly, good red snapdragons for the florist are hard to breed, but we guarantee this to be far superior to any line bred red snapdragon and equal to any hybrid introduced so far.





## Recent Introductions

# *Florist's Hybrid Snapdragons*



**Spartan White**

### **SPARTAN WHITE**

A vigorous and productive midwinter pure white that produces long spikes on firm stems. This new hybrid, bred at Michigan State College and released to us for production and distribution, is especially recommended for its ability to hold its florets after packing, storage and exposure to warm temperatures.

### **SPARTAN ROSE**

A rose pink hybrid that flowers with Margaret. Especially recommended for extreme vigor, this hybrid has consistently yielded more and larger spikes than Margaret in replicated trials. Like Spartan White, this variety was bred at Michigan State College.

### **NEW TIMES**

Bright Better Times rose red — a warmer color than snapdragon Better Times. The earliest snapdragon we've seen and it comes back well for repeat cuttings. Medium spikes, clean with excellent stems. After extensive trial-ing, demand forced introduction and New Times became one of our best sellers even before we listed it.

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## FLORISTS' HYBRID SNAPDRAGONS

### MOUNTAIN PINK

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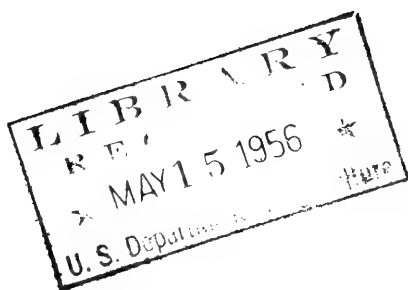
### GOLD MINE

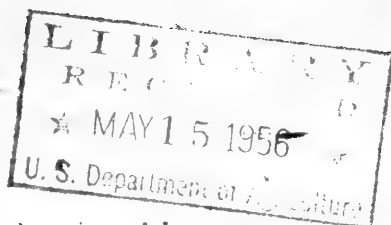
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### IVORY TOWER

Non-shattering

As the name indicates, this mid-season to late variety is creamy ivory in color. The first real shatter-proof snapdragon. Strong, clean stems. Florets are well spaced on long spikes. Best for February to June cut.





**PLEASE NOTE:**

These new pages should be inserted in your copy of our permanent price list. May we suggest that the pages be inserted so they will be in the following order:

Allegro  
Caprice  
Minuet  
Nocturne  
Rhapsody  
Sonata  
Glorious Mixture  
America Improved  
Ballerina  
Black Magic--New  
Bolero  
? - Crusader  
Fire Dance  
LaPaloma  
Tango  
Ballet--New  
? - Apache  
Aztec--New  
Comanche  
Inca--New  
Linda  
Mohawk  
Paleface  
Sioux  
Pow-Wow--New



Fleurist's Hybrid Snapdragons  
Spartan White  
Spartan-Rose 1 Page  
New Times  
Mountain Pink--New  
Gold Mine--New  
Ivory Tower--New

Double Snapdragon  
Snowdrift Improved

Suggested Resale Prices  
Dealer Price List--Effective  
March 1, 1956

Please remove old page listings:

Mountain Pink  
Gold Mine  
Indian Summer  
Sunglow  
Red Wing

If you do not have all these pages  
please let us know and we will for-  
ward them immediately. These pages  
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seed house for our varieties.

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 March 1, 1956  
 Dealer Price List--Effective  
 for listed Beale's Prices  
 Snowbird Improved  
 Double Snapdragons  
 Ivory Tower--New  
 Gold Mine--New  
 Mountain Pink--New  
 New Times  
 Spartan Rose 1 Page  
 Spartan White  
 Spartan's Hybrid Snapdragons



